



Data and Privacy File Guides

**Apple.com and Apple Store:
Today at Apple History**

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File name Today at Apple History.csv

File description This file contains information in relation to the reservations an individual created for Today at Apple.

Why Apple keeps this information This information is used by the Apple Store in order to serve the customer and to improve reservation booking sessions.

Field Name	Details
First Name	Customer's first name for the Today at Apple reservation
Last Name	Customer's last name for the Today at Apple reservation
Email	Customer's email for the Today at Apple reservation
Child Name	Customer's child name for the Today at Apple reservation
Store	Store name associated with the Today at Apple reservation
Session Name	Today at Apple reservation session that the individual attended
Start Time	Time that the reservation session started
Booked Date	Date on which the reservation session was booked
Customer Phone Number	Customer's phone number for the Today at Apple reservation
Booking Agent	How customer booked their reservation for Today at Apple